

salesforce



Customer experience point-of-sale transformation at David M Robinson

Eposly customer success
story



David M Robinson was looking to transform to a full retail infrastructure on Salesforce



David M Robinson is a retailer of fine jewellery and watches in the UK

- 5 Stores across premium locations.
- 60 Staff
- Official distributor
 - Rolex distributor
 - Patek Philippe
- Turnover > £35m
- Average sales ticket circa. £7,500

David M Robinson was looking to modernise retail operations

- Improve customer experience with mobile point-of-sale
- Increase the quality of customer interactions
- Modernise retail operations
- Enable marketing and upsell
- Provide accurate and real-time management visibility

Customer solution

Retail Point-of-Sale

Eposly - the Point-of-Sale for Salesforce

Eposly provides the only fully native POS system built on Salesforce

Mobile iPad based retail Point-of-Sale

Eposly is mobile first, allowing store staff to interact with customers anywhere in the store.

Enterprise Service Cloud licenses for 50 front of house store staff.



Key use cases

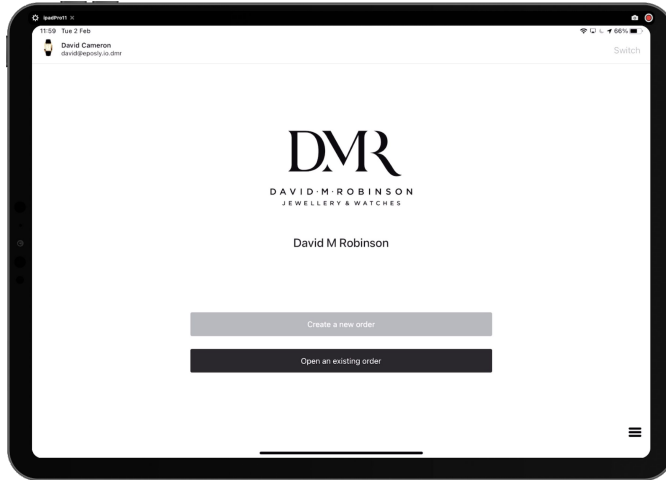
- Capturing customer and prospect information
- Generating sales orders
- Generating repair orders
- Product catalogue view
- Save sales orders for later, and creating Opportunity pipelines
- Initiating the service cloud repair process from an order or payment.
- Real-time inventory and stock level view
- Processing payments
- Printed, emailed & SMS receipts

Salesforce first and mobile centric point-of-sale



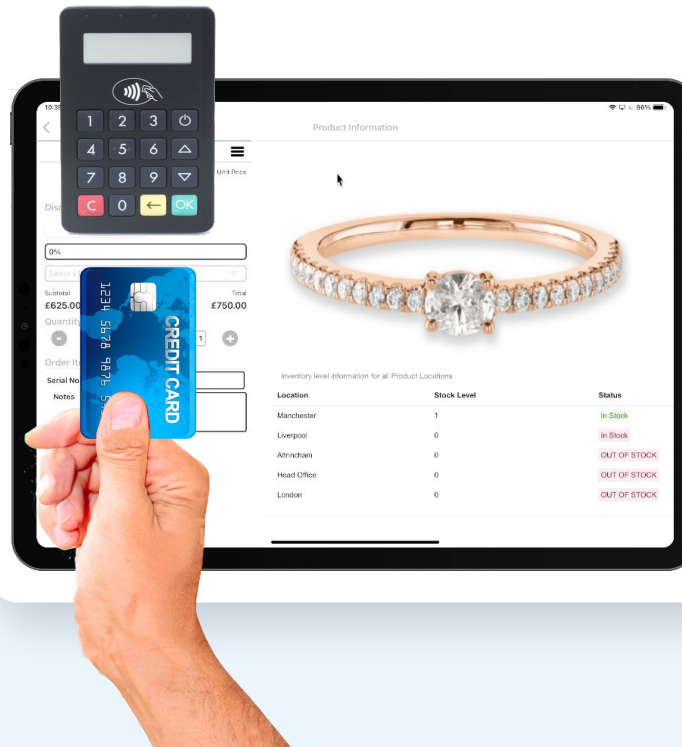
Salesforce and mobile point-of-sale interface.

Eposly mobile app is highly brandable and enables intuitive customer experience and user experience, resulting in positive customer interactions.



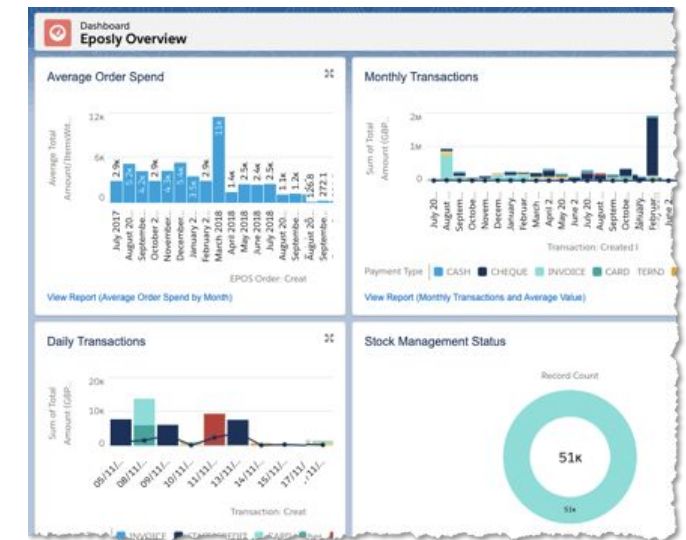
Integrated Payments

To enable a streamlined retail interactions, payments are taken via integrated services anywhere in the store.



Realtime management information

All customer interactions, payments, order updates and kpi's are available on demand to management.



The transformation drove a full retail migration to Salesforce at David M Robinson



100%

of sales staff
time is spent
focussed on
the customer



160%

increase in
customer data
quality
measure



12%

increase in
sales 2019

Thank You

